

ABSTRACT OF THE DISCLOSURE

5 A user preference information data structure which is capable of classifying and setting user's preference information regarding multimedia contents with multiple items to thereby provide users with user's request-based whole or partial multi-media information, and a method for providing multi-media information by using the user preference information data structure. The multiple item user preference information data structure for multi-media contents comprising: single item user preference information for single items related to the
10 multi-media information; and multiple items user preference information for multiple items formed by combining the single items.

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